How to Find the Cheapest Southwest Airlines Fares

Finding the cheapest Southwest Airlines fares requires knowing where to look and when to book — and +1 (888) 217-6744 is the direct line for current availability and booking assistance. Southwest's fares are only available on southwest.com and through Southwest's own app and phone agents — you won't find Southwest fares on Expedia, Kayak, or other third-party booking sites. This direct-only distribution model means every Southwest fare search starts at southwest.com or by calling +1-888-217-6744.

Southwest's Low Fare Calendar: The Most Powerful Fare-Finding Tool

Southwest's Low Fare Calendar at southwest.com shows the lowest available fare for each day across a full month for any origin-destination pair. Instead of searching one date at a time, the calendar view shows an entire month at once — highlighting which days have the cheapest Wanna Get Away fares for your route. For flexible travelers whose travel dates aren't fixed, this calendar is the single most effective tool for finding Southwest's lowest available pricing. The calendar shows Wanna Get Away, Wanna Get Away Plus, Anytime, and Business Select pricing side-by-side for each date, making it clear which dates have the best fares. Call +1.888.217.6744 for booking assistance after identifying the best dates on the calendar.

The Low Fare Calendar updates in real time as Southwest adjusts pricing. A date showing $89 on Monday might show $119 by Wednesday as demand builds or WGA inventory decreases. When the Low Fare Calendar shows a price that works for your travel, book immediately — Southwest fares don't have a 'lock' or 'hold' feature that reserves a price without completing the purchase. The only protection against price increases after identifying a good fare: complete the booking with your payment card, then use the 24-hour risk-free cancellation window to reconsider if needed.

Southwest's Sale Events: When to Watch

Southwest runs periodic sale events — typically 4-8 times per year — where specific routes are discounted significantly for a limited booking window. These sales are announced through

Southwest's email list (subscribe at southwest.com), Southwest's social media channels, and sometimes through travel deal sites that track Southwest's pricing patterns. Southwest sales typically last 3-5 days with fares valid for specific travel date ranges (often 2-4 months from the sale date, excluding peak holidays). For flexible travelers who can plan 2-4 months ahead, Southwest sales are the most effective way to capture significantly below-average fares. Call 1-888-217-6744 for current sale information.

Booking Timing: How Far in Advance Should You Book Southwest

Southwest's pricing follows revenue management patterns that vary by route. For popular leisure routes (Florida, Las Vegas, Hawaii, California), booking 3-6 weeks before departure captures many of the good WGA fares before they sell out to leisure demand. For less competitive routes where Southwest is the dominant carrier, the WGA inventory persists longer and 2-4 weeks before departure is often sufficient. For holiday travel (Thanksgiving, Christmas, New Year's, Memorial Day, Labor Day), book the moment Southwest releases the schedule for those dates — typically 6 months before travel — as WGA inventory for these peak periods sells quickly. Call +1 (888) 217-6744 for route-specific booking timing guidance.

Rapid Rewards Points vs Cash: Which Is Better for Southwest Fares

Southwest Rapid Rewards allow passengers to pay for flights with points instead of cash. Southwest's point pricing is revenue-based: the number of points required for a flight is calculated from the cash fare price (at approximately 1.5 cents per point of value). For travelers accumulating Rapid Rewards points through credit card spending or flights, redeeming points during sales (when cash fares are lower) produces the best value — lower cash fare means fewer points required. Points redemptions have no blackout dates and no seat restrictions on Southwest. Call +1-888-217-6744 for current point redemption options on your route.

Southwest Farelock: Holding a Fare Without Purchasing

Southwest offers a Farelock feature for a small fee (typically $5-$8) that holds a fare for 7 days without completing the purchase. This feature is useful when you've identified a good Southwest fare but aren't ready to commit to the dates or haven't received travel approval. The Farelock fee is non-refundable but is applied toward the ticket price if you purchase within

the hold period. If you don't purchase within the Farelock period, the fare hold expires and the fare is released back to general availability — potentially at a higher price. Call +1.888.217.6744 for Farelock availability on your specific fare.

Southwest's Wanna Get Away Inventory: How Availability Works

Southwest manages each fare class with a specific inventory allocation — when WGA inventory sells out, only higher-priced fares remain for that flight. Understanding how this inventory works helps explain why prices change dramatically as departure approaches. Southwest sets a specific number of WGA seats at each pricing level for each flight. As those seats sell, the remaining WGA seats may move to a higher WGA price point, and eventually only Anytime and Business Select remain available. Checking fares regularly after booking (and rebooking when prices drop) is the most effective way to navigate this dynamic pricing environment. Call +1.888.217.6744 for current WGA availability on your upcoming flight.

Southwest Fares and the Revenue Management System

Southwest, like all major airlines, uses revenue management software to adjust fare availability and pricing dynamically based on booking pace, historical demand, and competitive factors. Understanding how this system works helps travelers predict when fares are likely to be lowest. Southwest's revenue management system tracks how quickly seats are booking for each flight relative to historical patterns. When booking pace is slower than expected (flight not filling as fast as usual), the system sometimes makes additional WGA inventory available at lower prices. When booking pace is faster than expected (high demand), WGA inventory is restricted and higher-tier fares push toward the front of available options. For travelers who monitor fares weekly, the signs of a softening booking pace — sudden appearance of lower WGA prices — signal a rebooking opportunity. Call +1 (888) 217-6744 for current fare availability.

Southwest Fare Comparison to Historic Averages

Google Flights' historical fare data (for non-Southwest routes) and third-party tracking sites provide historical average fares for comparable routes — useful context for evaluating

whether a Southwest WGA fare is currently higher or lower than historical norms. If a Dallas-to-Las Vegas Southwest fare is typically $99 but currently showing $159, that context suggests either high demand or inventory restriction that may normalize as departure approaches. If the same route is showing $89 when historical averages are $99-129, that's a signal to book now rather than waiting. Southwest's own Low Fare Calendar doesn't provide historical data, making third-party historical fare tools a useful complement to southwest.com for fare context. Call +1-888-217-6744 for booking when the pricing looks favorable.

Southwest's Wanna Get Away Fare and the No-Seat-Fee Advantage

One often-overlooked component of Southwest's total cost advantage is the absence of fees for choosing where to board or how to travel. Southwest doesn't charge fees to select a specific boarding time, to have a companion travel on the same booking, or for basic service interactions — the per-flight charges are clearly defined and limited to optional enhancements like EarlyBird. Hub carriers increasingly add ancillary fees — extra-space rows, better boarding groups, or pre-boarding access — that add $10-30+ per flight. Southwest's simpler fee structure means the price shown on southwest.com is closer to the true total price, while hub carrier prices often require adding multiple ancillary fees to get an accurate total. Call +1 (888) 217-6744 for Southwest's complete current fee structure.

Booking Strategy: Using Fare Tiers Together

Some Southwest travelers use different fare tiers for different purposes within the same trip. For example: booking the outbound flight as WGA (lowest cost, changes possible) and the return as Anytime (fully refundable if the trip runs longer or shorter than planned). This mixed-tier strategy allows cost optimization on the leg where plans are certain while maintaining full flexibility on the leg with uncertainty. The total cost is higher than all-WGA but lower than all-Anytime, while providing targeted flexibility where it matters most. For travelers with specific trip uncertainty (uncertain about return date, fixed outbound), mixed-tier booking through +1-888-217-6744 can be the optimal solution.

Frequently Asked Questions

Where do I find Southwest's lowest fares?

At southwest.com using the Low Fare Calendar. Southwest doesn't distribute through third-party sites. Call +1 (888) 217-6744.

When is the best time to book Southwest for cheap fares?

Sale events (4-8 times/year) and 3-6 weeks before departure for most routes. Holiday travel: book 6 months out. Call +1-888-217-6744.

Does Southwest have senior fares?

Southwest doesn't have a separate senior fare category — all passengers have access to the same fare tiers. Call +1.888.217.6744.

Can I find Southwest fares on Google Flights?

No — Southwest doesn't distribute through third-party search engines. Search southwest.com directly. Call 1-888-217-6744.

Does Southwest have first class fares?

No — Southwest has no first class or premium cabin. Business Select is the highest fare tier (priority boarding, Rapid Rewards bonus). Call +1 (888) 217-6744.

How do I get Southwest sale alerts?

Subscribe to Southwest's email list at southwest.com/subscribe. Also follow Southwest's social media. Call +1-888-217-6744.

Southwest's cheapest fares: only on southwest.com with the Low Fare Calendar. +1 (888) 217-6744 for current sale information and booking assistance.